

Lord & Taylor

FIFTH AVENUE



Women's Gown Inspired by Renee \$59.50

Great simplicity of line stands forth as the real charm of this women's frock. This line is gained by graceful circular panels at each side and circular sleeves. Imaginative touches are the corded flower-like motifs set in the sleeves and the braided silk girdle. Of brown, navy and black Canton crepe, \$59.50. Other similar models at \$55

Corded embroidery is the very newest French idea that presents itself for the first time in a new group of flat crepe frocks at \$69.50



Fur Finds a Place on Every Wrap of this Group for Women, \$125

Though rich, deep-piled woolen fabrics take the leading role in the making of these wraps, they are becomingly supplemented with handsome furs—wolf, beaver, squirrel and caracul. Note the graceful sleeves of the model that is sketched, gathered into a tight squirrel cuff. Another straight model is luxuriously colored and cuffed with wolf. A slender tight-fitting skirt section is the fashion point of a third model trimmed with caracul.

THIRD FLOOR

Suits Handsomely Fur-Trimmed and Close- Fitting at Hips, \$125

These are important points of this season's three-piece suits carefully regarded in the suit sketched. The fur may be a velvety mole or a rich brown squirrel. Veldyne is the very handsome and substantial fabric of which it is made. Jacquard crepe of clever design the color of the suit makes the costume bodice and lining. And this is one of many equally charming and satisfactory suits for your selection in the Women's Suit Department.

THIRD FLOOR



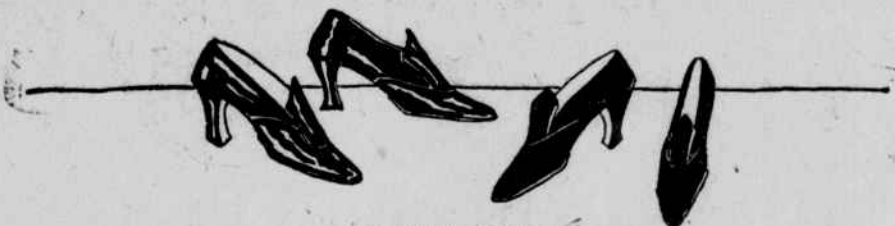
THIRD FLOOR

New Colonial Pumps \$7.85 and \$9.75

To find the definitely accepted shoes of the season marked at such reasonable prices is a delightful surprise in itself—to find it in so many fabrics means that it is an opportunity you won't want to overlook.

At \$7.85 Patent Colonials with tongue and strap—Cuban heels. Black Satin with Spanish heels.

At \$9.75 Patent leather Colonials. Black suede or black calf-skin with Spanish heels.



SECOND FLOOR

Bulgarian and Paisley Printed Crepes

If you are in line with style, you must have a frock of Paisley or Bulgarian coloring. These new silks range from very pale shades to dark rich tones, all of them in Paisley patterns. Silk or silk and wool. Imported and domestic. 40 inches wide, \$3 to \$5.50 yard.

Georgette Faconne Velvet—An exquisite fabric for evening gowns, the design delicately cut in velvet on Georgette foundation. 38 inches wide, \$12.50 yard.

Canton Crepe—Dozens of the very newest colors both for street and evening wear. 40 inches wide, \$2.95 yard.

Satin Canton—A heavy quality crepe of unusual beauty and lustre. Many autumn colors. 40 inches wide, \$3.95 yard.

Crepe de Chine—A durable quality in a large range of colors. 40 ins. wide, \$2.50 yard.

GROUND FLOOR

Imported Perfumes and Perfume Holders

Our Toilet Goods Department has received within the last few days a quantity of new containers for perfumes, powders and cream made in Paris, London, Venice, Vienna, Florence, foremost French and English manufacturers. Atomizers, too, and perfume bottles.

Sylvan Lilac Toilet Water—8 ounce bottle, 85c

Imported Perfume Holders—In purse size, to carry with you wherever you go, assorted colors, 95c

Imported Perfume Burners—Hand decorated porcelain, \$5.75

Imported Perfume Atomizers—Various sizes and colors, \$2.75

Other Perfumers—New pump atomizers from France, \$7.75

Hand-Decorated Perfume Bottles for your dressing table, \$2.25

GROUND FLOOR

Special Values in Beautiful Strands of Pearls \$5.25

Thirty-two inch length—it is a particularly becoming length to wear—and so very convenient to slip over the head with none of the fuss of a clasp.

These pearls are graduated, beautifully matched, and exquisite in coloring. The price is a very special one.

GROUND FLOOR

A Great Variety of Exceptional Values in Chinese and Persian Rugs

Rugs play such an important part in the complete and tasteful furnishing of your home that if you are moving or redecorating this month you undoubtedly want to buy at least one or two new ones—Orientals if possible.

We have just received a large number of rugs, including a splendid range of sizes, and marked them at temptingly low prices, as you see by the list below.

Also many Rugs taken from stock and greatly reduced in price.

The following list is only a small part of the excellent assortment you will find here: The prices speak for themselves.

Persian, 8.8 x 7	\$135	Persian, 12.2 x 9.2	\$260
Persian, 10 x 7	175	Chinese, 12.9 x 9	295
Chinese, 9 x 6	145	Chinese, 11.6 x 10	295
Chinese, 9.9 x 7	175	Chinese, 13.9 x 9	350
Persian, 10 x 8.10	210	Persian, 12.7 x 9	265
Chinese, 10.9 x 7.3	195	Persian, 12.3 x 9.7	275
Chinese, 9.9 x 9	225	Chinese, 12.9 x 10	375
Chinese, 10.9 x 8	225	Chinese, 14.6 x 10	375
Persian, 10.9 x 8	225	Persian, 14.7 x 10.6	375
Chinese, 10.9 x 9	250	Chinese, 14.6 x 9	345
Persian, 11.3 x 8.10	245	Chinese, 15.9 x 9	375
Chinese, 12 x 9	235	Chinese, 10.6 x 10	275
Persian, 12 x 8.10	245		

FIFTH FLOOR



White or black of beautiful silky quality, 98 in. long, 27 in. wide.

GROUND FLOOR

Specially Priced! Imported Spanish Lace Scarves \$15

Spanish lace scarves so much worn in Paris just now. Well dressed women on this side have taken a great fancy to them. They use them for graceful afternoon and evening gowns. Combined with net or metal cloth they are most effective and so simple to make. They are used as scarves, too, of course.

A Sale of Lortay Corsets

The First Time — For One Week Only

Less than a year ago we introduced these new corsets—made especially for us. We have never offered them at reduced prices until now. For one week we are marking them at prices considerably below those regularly marked. They are the same models carried in stock, the same in style, quality and workmanship.

\$5 Broche with elastic girdle top and Walohn boning. A short model for the slender figure.

\$6.50 Broche with elastic sections in the skirt and elastic inserts in the top. Good for the medium figure.

\$7.50 The one new model in the Sale. At the end of the week and from then on it will be much higher priced.

\$9.95 Sections of elastic and broche, very low, long in the skirt, a non-lacing style.

SECOND FLOOR

A Special Purchase Specially Priced

Boudoir Robes \$16.50

An exceptionally low price for robes of the quality and style that you will find in these. We purchased them far below regular prices—hence your opportunity to buy a really beautiful robe at a very moderate cost.

Crepe-Back Satin—A charming loosely draped model with wide flowing sleeves of Georgette crepe, and a clever series of loose panels in the back. Panels and sleeves are tipped with gilt balls. A double tie arrangement holds the robe snugly in place. Sketched right.

Brocaded Satin—Soft moufflon trims the neck and sleeves of this draped gown with its convenient elastic belt that fastens inside around the waist, and its long pointed, monk-like sleeves.

SECOND FLOOR



Paris Hats

In Our Mourning Millinery Section

The style that can come only from Paris. The dignity and unobtrusiveness one requires before all in a mourning hat. The fine workmanship that is given only by hand-sewing at every point. Such is the story of the French hats in our Mourning Section.

Crepe de Chine, Georgette crepe or taffeta, combined with soft folds of white, or developed in solid black. A close turban with gracefully draped veil—a capeline of Georgette tying under the chin—both are becoming, both absolutely correct, \$15.50 to \$20.50

FOURTH FLOOR